



NAME OF REQUESTOR:

MICHIGAN AMBULATORY SURGERY ASSOCIATION

P. O. BOX 150631

GRAND RAPIDS, MI 49515

MASA 2025 Education Day – October 23 & 24, 2025

Boyne Mountain Resort

1 Boyne Mountain Road

Boyne Falls, MI 49713

The Michigan Ambulatory Surgery Association provides an annual Educational conference for the facility members, along with the opportunity for our vendors to exhibit during our conference.

MASA 2025 Education Day Exhibitor Value

*Exhibit Hours have been expanded from previous events:

Wednesday, October 22

4:00 pm – 7:00 pm

Exhibitor Move In

7:30 pm

MASA **Vendor Member ONLY** Reception

Thursday, October 23

8:00 am – Noon

Exhibitor Move In

12:00 Noon – 1:30 pm

Exhibit Fair

6:00 PM – 8:30 PM

Exhibit Fair

8:30 pm – 10:30 PM

MASA Afterglow Networking Party

Friday, October 24

7:00 am – 8:30 am

Exhibit

9:30 am – 9:45 am

Exhibitors go on stage to draw their winner (if hosting any drawings)

9:45 am – 11:00 am

Exhibit breakdown

EXHIBITORS RECEIVE:

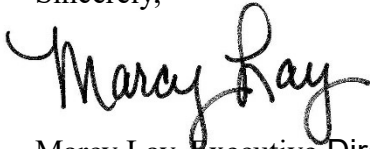
- 8' x 10' exhibit booths with 8' high back and 3' high side draping. One (1) 2' x 6' covered and skirted display table. Two (2) chairs. One (1) wastebasket. Each booth will have electrical. Your exhibitor fee allows for 1 free registration to the event. Additional attendees can register for \$150 per person.
- Entrance to all MASA events, exhibit hours above.

- MASA will also be rolling out a new event app. This app will allow not only our registrants to gather contact information for our exhibitors, but our exhibitors to gather information from our registrants – it is a win-win!
- On Thursday afternoon and evening, our facility registrants will play a scavenger hunt game. Each exhibitor will have to sign off on registrants' scavenger hunt cards for the registrant to be entered to win over \$300 worth of prizes (provided by MASA).
- On Friday morning, our facility registrants will play another game encouraging them to visit each exhibit booth
- Move out can only occur Thursday evening following reception OR after 9:45 am on Friday. There will be no breakdowns during keynote speaker!

All food and beverages during the conference will be located within the exhibit area.

If you have any questions, please feel free to contact me.

Sincerely,

A handwritten signature in black ink that reads "Marcy Lay". The signature is fluid and cursive, with the first letters of each name being capitalized and prominent.

Marcy Lay, Executive Director